

Audience Analysis

Name:

Approved Topic (list here):

I. Who is my anticipated audience?

- **A. Number expected?**
- **B. Number of males?**
- **C. Number of females?**
- **D. Year in school for majority?**
- **E. Special interest(s)?**

II. How am I qualified to speak on this topic?

III. What is my audience likely to know about my subject?

IV. How is my topic related to the interests, needs, and wants of my audience?

V. In what way(s) can my audience benefit from knowing more about my topic?

VI. What specific strategies (delivery techniques - eye contact, timing, distractions, etc.) can I use (or eliminate) to ensure my audience will respond in accordance with my purpose?

VII. What particular event or occasion can I relate in order to establish a link between my audience, myself, and my topic?